

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (currently amended) A method for conducting a ~~live market research~~ study over a distributed network with one or more participants, said method comprising; the steps of:

- (a) selecting one or more participants for a ~~market research~~ live study;
- (b) selecting a moderator for conducting the ~~market research~~ live study;
- (c) providing each of said one or more participants and said moderator with an audio/video capture mechanism that is connectable to a machine that permits live audiovisual two-way images and communication across a distributed network; and
- (d) conducting a live study over the distributed network by capturing live video images of the participants and moderator and live audiovisual two way communications between and among the participants and between and among the participants and the moderator; (d) ~~conducting a market research study over the distributed network by acquiring audiovisual communication data and responses from the participants based on questions asked or stimuli shown by the moderator to the participants over the distributed network.~~

Claims 2-4. (canceled)

Claim 5. (currently amended) The method as in claim 32, including, the additional steps of: paying each participant a first sum for participating in the ~~market research~~ live study; and paying a non-selected remainder portion of the candidates a second sum which is less in monetary amount than the first sum.

Claim 6. (canceled)

Claim 7. (currently amended) The method as in claim 1, including, the additional conducting step of: displaying a stimulus to the participants across the distributed network; and, receiving one or more participant responses to the stimulus across the distributed network.

Claims 8-9. (canceled)

Claim 10. (currently amended) The method as in claim 7, including, the additional step of officiating a follow-up interview with a participant, wherein the moderator displays additional stimulus and receives additional participant response in response to the additional stimulus.

Claim 11. (canceled)

Claim 12 (currently amended): A method for conducting a live market research study from a host machine over a distributed network, comprising, the steps of:

selecting a set of candidates to participate in a market research live study;
inviting the set of candidates to the market research live study conducted during a predetermined time interval and conducted over a distributed network, wherein the candidates access the host and/or each other using a respective user machine interface having an live audio/video two-way image and communication mechanism connected thereto, wherein each user machine is located geographically remote from the host;

initiating live two-way audio communications and /video images communication between and among the host and/or the geographically remote user machines with at least a set of participants comprising a first portion of the set of candidates, during the predetermined time interval in substantially real time;

exhibiting over the distributed network a stimulus to the participants; and
accumulating live participant images and responses to the stimulus over the distributed network at the host.

Claim 13. (currently amended) The method of conducting a market research live study as in claim 12, including, the additional step of verifying a presence of each participant throughout the market research live study.

Claim 14. (currently amended) The method of conducting a market research live study as in claim 13, including, the additional step of paying the verified participants a first sum for participating in the market research live study and paying a non-overlapping remainder portion of the set of candidates a second sum which is less in monetary amount than the first sum.

Claim 15. (currently amended) The method of conducting a ~~market research~~ live study as in claim 12, including, the additional step of officiating a follow-up interview with a particular participant subset.

Claim 16. (currently amended) The method of conducting a ~~market research~~ live study as in claim 12, including, the additional step of selecting groups of participants for a predetermined stimulus, wherein the predetermined stimulus is shown to the participant group.

Claim 17. (currently amended) The method of conducting a ~~market research~~ live study as in claim 12, including, the additional step of dynamically selecting a particular stimulus for transmission over the distributed network to the participants in response to prior participant responses.

Claim 18. (currently amended) The method of conducting a ~~market research~~ live study as in claim 12, including, the additional step of tabulating results of the ~~market research~~ live study.

Claims 19-20. (canceled)

Claim 21 (currently amended): A system for conducting a ~~market research~~ live study with one or more participants over a distributed network, comprising:

a moderator device having distributed network access, an audio/video two-way communication mechanism, and an input mechanism wherein moderators submit stimulus to, and conduct live two-way audiovisual communications with, users across the distributed network;

a user device for each user having distributed network access, an audio/video two-way communication mechanism, and an input mechanism wherein users provide submit ~~market research~~ live audio and video responses over the distributed network in response to the moderator's submitted stimulus and conduct live two-way audiovisual and video communications over the distributed network with the moderator and other users, wherein each user device is located geographically remote from the moderator device; and

a host machine communicating over the distributed network and having a database accumulating the user's live audio and video responses to the moderator's submitted stimulus or live questions posed by and to the audiovisual communications

~~with the moderator and or other users, a storage medium accumulating recordings of the audiovisual communications between and among the moderator and other users, a processor evaluating user responses, and an engine outputting market research results.~~

Claim 22. (currently amended) The system as in claim 21, further comprising, a sponsoring client device having distributed network access wherein a sponsoring client accessing the ~~market research~~ live study at a given time observes the submitted moderator stimuli, the submitted user responses, and audio/video two-way communications between and among one or more users and the moderator.

Claim 23. (canceled)

Claim 24. (currently amended) The system as in claim 21, wherein a user working from the user device further observes an live audiovisual image of the user.

Claim 25. (currently amended) The system as in claim 21, wherein a user working from the user device further conducts live two-way audiovisual communications with one or more other users.

Claim 26. (original) The system as in claim 21, wherein the user working from the user device further observes a set of submitted participant responses.

Claims 27-31 (canceled)

Claim 32 (previously presented) The method of claim 1 wherein said participants are selected from a group of candidates.

Claim 33 (currently amended) The method of claim 1 further comprising the step of transmitting the audiovisual ~~market research~~ live study to a client who has selected the moderator to conduct the ~~market research~~ live study.

Claim 34 (currently amended) The method of claim 33 wherein the step of transmitting is a substantially real time transmission of the ~~market research~~ live study over the distributed network to a client's device in communication with the distributed network.

Claim 35 (currently amended) The method of claim 33 wherein the step of transmitting consists of the steps of recording an audiovisual record of the ~~market research~~ live study and delivering the audiovisual record to the client.

Claim 36 (previously presented) The method of claim 12 wherein a number of candidates selected being fewer than all candidates available for selection.

Claim 37 (previously presented) The method of claim 1 wherein said distributed network is a distributed computer network.

Claim 38 (previously presented) The method of claim 12 wherein said distributed network is a distributed computer network.

Claim 39 (previously presented) The system of claim 21 wherein said distributed network is a distributed computer network.

Claim 40 (new) The system of claim 21 further including a medium for storing accumulated recordings of the live audio and video communications between and among the moderator and other users, a processor for evaluating user responses, and an engine outputting results based on the user responses.

Claim 41 (new) A method for conducting a live study with one or more participants, said method comprising, the steps of:

- (a) providing one or more participants for a live study;
- (b) providing a moderator for conducting the live study;
- (c) providing each of said one or more participants and said moderator with a video capture mechanism that is connectable to a machine that permits live two-way video across a distributed network;
- (d) providing each of said one or more participants and said moderator with live two-way audio communication capabilities; and
- (e) conducting a live study by capturing live two-way video of the participants and moderator over the distributed network and capturing live two way audio communications between and among the participants and between and among the participants and the moderator.